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ABSTRACT

Since 1966 the Department of Business and Office Administration at the Jefferson Davis (JD) Campus of the Mississippi Gulf Coast Junior College has conducted follow-up studies of all students who were enrolled in any of its courses. Between 1966 and 1970, studies of each student group were conducted at one- and two-year intervals; since 1971, however, five-year retrospective studies have been conducted. This report presents the findings of the 1975 survey and presents highlights of the previous surveys. In 1975, 37 of the 138 surveys mailed were completed and returned. Of these, 38% were graduates of JD. The majority of the non-graduates had attended JD only two semesters. After leaving JD, 59% had attended a senior institution and indicated that their grades at JD were lower than or equal to grades received at the senior institution. An additional 8% had attended another two-year college. All respondents who had entered the world of work immediately after leaving JD indicated satisfaction with their preparation. (DC)

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MISSISSIPPI
GULF COAST JUNIOR COLLEGE
CENTRAL OFFICE

Institutional Research

Report No. 75/76-13

TITLE: JEFFERSON DAVIS CAMPUS DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION FOLLOW-UP REPORT

DATE: MARCH 1, 1976

1. PROBLEM. A report was given by Miss Elaine Graves, Department Chairman, Department of Business and Office Administration, and Mrs. Betty June Lee, Business Education Instructor, Jefferson Davis Campus, to the Board of Trustees on January 21, 1976. The program was introduced by Mr. G. L. Douglas, Director of Instruction, that campus. The follow-up efforts conducted by this department were so very good that the persons on the program were asked for a copy that might be included in a published Institutional Research Report. Their permission was granted. Appreciation is noted to the above mentioned persons for making such a fine report, and for allowing their efforts to be recorded herein.

Their report is quoted in the attached.

Distribution:

Administrative Council
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Dept. Chairmen, Department of Business and Office Administration
Director, George County Occupational Training Center
Director, Manpower Skills Center

JC 760 410

FIVE YEAR FOLLOW-UP STUDY FOR 1975

AND

A REVIEW OF FOLLOW-UP STUDIES FROM 1966-1975

JEFFERSON DAVIS CAMPUS

MISSISSIPPI GULF COAST JUNIOR COLLEGE

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

FIVE YEAR FOLLOW-UP STUDY FOR 1975

Introduction. In the Summer of 1966 after the completion of its first year of operation, the Department of Business and Office Administration of the Jefferson Davis Campus of the Mississippi Gulf Coast Junior College initiated a Follow-up Study of students who had been enrolled in any course offered by that Department in the 1965-1966 school year. Since that time each year a Follow-up has been conducted. The questionnaire which is sent to former students and the method of determining those to be surveyed have been revised several times. When the Study was first initiated it was possible to follow-up each student more than one time because of the small number of students involved. However, as enrollment increased and the cost of mailing increased, it was decided that a useful follow-up system could be achieved by conducting a Five Year Follow-up. Beginning in 1971, a follow-up questionnaire was sent to former sutdents who had been away from the Jefferson Davis Campus at least five years. This has been done each year since that time. This year the questionnaire was mailed to persons who were, according to available records, last enrolled as a student at Jefferson Davis in 1970.

Purpose. Each Study has been made by the Department of Business and Office Administration in an effort to evaluate the effectiveness of its present program and to serve as an aid in planning for the future in the areas of curriculum, physical plant, equipment, and faculty requirements. Planning is especially important since the Department of Business and Office Administration offers courses in a transfer curriculum and in terminal technical curricula. For those students who are in the transfer program it is imperative that curriculum requirements generally adhere to those required in the first two years of the senior institutions. Course content must be similar to that caught by the senior colleges. For those students who are in the terminal programs--the Nine-Month Secretarial Science, the Two-Year Secretarial Science, and the General Business and Accounting--the student must be prepared to enter the job market immediately after leaving Jefferson Davis.

Procedure. A letter of explanation and a questionnaire are mailed to former students of the Department whose names and addresses are on file. Considerable time is spent prior to the mailing of the questionnaire in trying to varify current addresses. The student population of Jefferson Davis is highly mobile. This is due in part to the fact that many students are in the military service stationed at Keesler Air Force Base or at the United States Naval Construction Battalion. In addition, many students are dependents of persons stationed at these military installations. After a tour of duty here the student then moves to various parts of the United States or even to foreign assignments. Keeping current addresses is very difficult. The writer feels that this contributes to the fact that a high number of questionnaires are returned by the Post Office as undeliverable. In addition, many of those who do receive the questionnaire have less interest in completing and returning it because they are no longer in this geographical area.

The questionnaire used is a one-page, ten-item form. Most questions can be answered with a check mark or in a very few words. See attached.

Findings. The data from the returned questionnaire are compiled, tabulated, and analyzed.

This year 138 questionnaires were mailed. Thirty-seven of those were returned to us by the Post Office. The remaining 101 questionnaires were presumed to have been delivered. Completed questionnaires were returned by 37 former students. This is a return of 37 percent of the number presumed to have been received by the students. For research purposes it is desirable to have a higher percentage of returned questionnaires. However, the Department feels that this number is sufficient to enable it to evaluate the present program and to plan for future operations.

The following information was revealed by the Follow-up Study of 1975:

1. Tabulations for the 1975 Follow-up are based on the answers given by the 37 percent of the respondents to the questionnaire.

2. Thirty-eight percent of the respondents were graduates of the Jefferson Davis Campus of the Mississippi Gulf Coast Junior College. The majority of the non-graduates indicated that they had attended only two semesters. The 1974 Follow-up showed that only 26 percent of the respondents were graduates.

3. Respondents listed their majors at Jefferson Davis as follows: Business B. S. Preparatory--41 percent; General Business and Accounting--24 percent; Secretarial Science (Nine-Month Terminal)--11 percent; Secretarial Science (Two Year Terminal)--8percent; Business Education--2 percent; Other--14 percent.

4. Respondents indicated that 59 percent had attended a senior college after leaving Jefferson Davis. This is an increase of 11 percent over 1974. Eight percent had attended another junior college after leaving Jefferson Davis. This leaves only 33 percent of the respondents who had no additional schooling after attending Jefferson Davis.

5. Sixty-three percent of those who indicated that they had attended a senior institution after leaving Jefferson Davis had graduated from the senior college.

6. The University of Southern Mississippi was listed by 64 percent as the senior college which was attended; 14 percent indicated they had attended Mississippi State University; 5 percent of the respondents attended The University of Mississippi; and 17 percent attended various other senior institutions.

7. Respondents who had attended a senior college gave the following information:

   (a) One hundred percent indicated that the curriculum requirements at Jefferson Davis were generally the same as the requirements for the first two years at the senior college. This is an improvement over previous years. It would indicate that the Department is doing a satisfactory job of advising students concerning courses to be taken.

   (b) Not one former student indicated that his grades at the senior college were lower than they had been at Jefferson Davis; 59 percent indicated that grades made were about the same at the senior college as at Jefferson Davis; and 41 percent stated that their grades were higher at the senior college than at Jefferson Davis. This is especially satisfying to the Department instructors who want the grades of the students who transfer to another college to compare favorably at the junior and senior level with those students who have spent their first two years at the senior college.

   (c) All of the students who had attended another college indicated that in their opinion the quality of instruction that they received at Jefferson Davis was as good or better than the instruction received at the senior college attended.

8. All of those responding to the questionnaire who indicated that they had entered the world of work immediately after leaving Jefferson Davis stated that they felt that their preparation (if the job was in the field of business) enabled them to adequately perform the skills needed for the job for which they were hired.

9. Respondents indicated a monthly salary range from $410 to $1200 with the better paying jobs as would be expected held by those students who have continued their education and hold a Bachelor of Science degree in some area of business. This salary range is not conclusive since each year respondents show more reluctance to give salary details. (They are told in the questionnaire to answer this question only if they wish).

10. In order to show the wide variety of jobs held by former Jefferson Davis students in the Department of Business and Office Administration, job titles and places of employment of those respondents who gave this information are listed below:

NAME OF EMPLOYER	JOB TITLE
Mississippi Power Company	Accountant
Biloxi Development Commission	Loan Counselor
Keesler Air Force Base (Civil Service)	Director of Recreation Center
Union Planters Bank (Memphis)	Sales Representative
General Motors Acceptance Corporation	Credit Representative
Air Search	Secretary
Bel-Bru Marine & Sporting Goods	Head Bookkeeper
Southern National Bank	Assistant Cashier
Coastal Auto Supply	Manager
Memphis Blues Baseball Team	Pitcher
Cumberland Parts Incorporated	Owner
South-Central Bell	Installer-Repairman
Delchamps	Bakery Manager
Amoco Production Company	Staff Assistant (General Accounting)
United States Air Force	Staff Controller
Southwestern Life Ins. Company	Secretary to Manager
United States Navy (Civilian)	Parts Manager
Gulf National Bank	Teller and Bookkeeper
Gulf Coast Mental Health Center	Secretary
Paige, Mannino, and Peresich	Legal Secretary
WLOX-TV	TV Control
Mississippi State Board of Health	Public Health Adviser
Holiday Inn	Waitress
Kellop Contruction Company	Electrician
Sear's	Assistant Advertising Manager
A & P Stores	Stock Auditor
Louisiana Department of Education	Assistant Director of Accounting
Lincoln American Life Ins. Co.	Accounting Supervisor
Werlein's for Music	Secretary
United Postal Service	Remote Terminal Operator
Board of Education (Memphis)	Teacher
Moss Point Public Schools	Distributive Education Coordinator

Most of those responding indicated that they are employed in the Coast area. Only two respondents indicated that they were not working at the time that the questionnaire was answered. Both had worked since leaving Jefferson Davis but were not working at this time because both of them have young children.

11. In answer to a question concerning job satisfaction, 43 percent of the respondents indicated that they were highly satisfied with their present jobs; 40 percent were reasonably satisfied; 17 percent idicated that they were somewhat dissatisfied.

12. Some of the comments written by the respondents are:

" I feel that if it were not for JD I would not have been able to go to college. Its convenient location enabled me to continue my education at a minimal cost. I am now working toward my Master's degree."

"I really appreciate the chance to not only further my education but to be in a really fantastic position that I really enjoy."

"I feel that the training I received at JD has made every job I have had since graduation an enjoyable one."

"I feel I am very fortunate to have received the education and attention I got at JD which gave me a good strong foundation on which to continue my education at Southern and then to go on to a good career with Southwestern Life."

REVIEW OF FOLLOW-UP STUDIES FROM 1966-1975

Introduction. When Jefferson Davis Campus of the Mississippi Gulf Coast Junior College opened in the Fall of 1965, the Department of Business and Office Administration had three full-time instructors. In 1965 there were approximately 193 students enrolled in courses offered by the Department. In the Fall of 1975 there are approximately 441 students in the Department. Course offerings in 1965 consisted of 16 courses. Today there are 23 courses offered. Many additions to the equipment have been made. Students in the Department can choose one of the following terminal majors: Nine-Month Secretarial Science, Two-Year Secretarial Science, and General Business and Accounting. For the student who wishes to teach Business Education the transfer curriculum for Business Education is available. The Business Bachelor of Science Preparatory curriculum is available to those students who plan to attend a senior college after leaving Jefferson Davis. Participation in this curriculum enables the student to major in Accounting, Management, Banking, Finance, Economics, General Business, Business Education, and other areas of business at the senior college. In addition, the Department teaches courses for students majoring in Data Processing Technology, Law Enforcement, Hotel-Motel-Restaurant Management, Distribution and Marketing Technology, Dental Assisting, Radio Broadcasting Technology, and also courses considered to be general education by other Departments. Economics is an example of a course of this type. Business subjects such as Typewriting are elected by students outside the Department.

Procedure Review. When the first Follow-up of the Department of Business and Office Administration was made in the Spring of 1966 it was almost impossible to forsee the growth in the student population which would come in the next ten years. As has been stated in previous Follow-up Reports the questionnaire and the method of determining those to be surveyed have been revised several times. First, the Follow-up was sent to those who had completed the 1965-1966 school year at Jefferson Davis. Since this was the first year of operation this group was the only one which could be used. A second Follow-up was sent to those former students one year later. In addition, late in the Summer of 1967 a Follow-up was conducted on those students who had enrolled in courses in the Department in 1966-1967. In July, 1968, a second Follow-up was sent to those students who responded to the first Follow-up in 1967. This method of following up the former students in the Department at one and two year intervals was continued until 1971 when for the first time it was possible to conduct a Follow-up on those students who had been away from Jefferson Davis for five years. In addition, enrollment, the cost of mailing, and the time involved in carrying our a Follow-up Study, it was decided that only those students who had been wasy from Jefferson Davis longer than five years would be surveyed. This practice is presently being followed.

Selected Data Revealed By Follow-Up From 1966-1975. Some significant facts determined by analyzing data compiled from the ten years of Follow-up Studies are as follows:

1. Students answering the 1966 questionnaire listed salaries ranging from $160 to $398 per month. The salary range given on the 1975 Follow-up was from $410 to $1200 monthly.

2. Some suggestions made by the respondents to the 1966 Follow-up were:

   a. Offer courses in the area of Marketing and Finance. These courses are now a part of the curriculum.

   b. Offer more educational field trips. Last year students toured the Federal Reserve Bank in New Orleans, Shell Data Center, and visited the State Legislature in Jackson, classes in Office Appliances and Secretarial Procedure toured the Keesler Air Force Base Medical Transcription Center. Students enrolled in Filing were required to visit several businesses to observe filing systems used. Member of Phi Beta Lambda, a national organization for students of Business, attended the State Convention at the University of Mississippi.

   c. Offer more busines courses at night. In 1966 our night offerings consisted of two courses; in 1975 the Department offered six courses at night.

3. By the time of the 1968 Follow-up some students who had attended Jefferson Davis had also attended other colleges and it was possible to get their ideas on how Jefferson Davis compared with the senior college in curriculum offerings and in the quality of instruction. Respondents generally indicated that their grades at the senior college were about the same as at Jefferson Davis. Respondents suggested that students who planned to attend senior college be reminded to take only those courses that are offered on the freshman and sophomore level at the senior college. The instructors in the Department make every effort to see that students are advised of the proper courses to take.

4. In the 1969 Follow-up students in listing courses which had been most useful to them, named Accounting, Shorthand, and Typewriting.

5. Eighty-one percent of the respondents in 1970 were employed either full- or part-time. Most of those employed indicated that they were well satisfied with their present employment.

6. In 1971 the respondents indicated that those who had graduated from senior college after attending Jefferson Davis received the highest salaries. Those employed in the field of Accounting seemed to have the highest earnings. This was also found to be true according to the 1975 Follow-up.

7. In 1972, as in all other years in which a Follow-up has been conducted, data indicate that most students who continue their education do so at the University of Southern Mississippi. For this reason it is important that the Business Department make every effort to keep the curriculum requirements for those students who are in the Business B. S. Preparatory (transfer) curriculum in conformity with course requirements at Southern. For example, Principles of Management was added to the curriculum for those students in the terminal program, but it is not taken by those students who are enrolled in the Business B. S. Preparatory curriculum.

8. One hundred percent of those responding to the 1973 questionnaire who stated that they had entered the labor market immediately after leaving Jefferson Davis indicated that their preparation was adequate to do the job that they were hired to do. In order to prepare the student to meet job requirements it is necessary to have up-to-date equipment kept in good repair. Course content must constantly be assessed to make sure that it prepares the student for today's business world.

9. In 1974 thirty-eight percent of the respondents indicated that they made higher grades at the senior college attended than at Jefferson Davis. Fifty-four percent found their grades to be about the same as at Jefferson Davis. Only 8 percent indicated that their grades were lower at the senior college. This has been the trend since the first Follow-up.

10. In 1975 and in other years, respondents commented on the fact that they felt that the individual interest shown in the student by the Business faculty is a big advantage in attending Jefferson Davis.

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Conclusion. Data gathered from the 10 years of Follow-up Studies indicate that Jefferson Davis Campus of the Mississippi Gulf Coast Junior College has provided education and training for a large number of students who now hold responsible positions. Many of these students are working in Harrison County. At least three of these students are Certified Public Accountants, some are teachers of Business in Coast high schools, many are working in offices as secretaries and bookkeepers, and others in a variety of business related jobs. The Department of Business and Office Administration of the Jefferson Davis Campus of the Mississippi Gulf Coast Junior College believes that a well-taught student is the best measure of the effectiveness of any Department. By continuing the yearly Follow-up the Department hopes to better evaluate the effectiveness of its present program and to plan for the future.